

Suggested Strategic Priorities for India 2007-2011

Strategies	1 - Year	3 - Year	5 - Year
Brand	<ul style="list-style-type: none"> ○ Fiber certification- confirming, bringing non certified into being certified to EU and NOP standards, Educate all around this ○ Contamination reduction at farm and gin ○ Clearer commitments to manufacturers ○ Telling stories out about farmers ○ Finding ways to support community development in India 	<ul style="list-style-type: none"> ○ Consumer education (neg. of conventional) ○ Farm—track average sales price/fiber quality/region 	<ul style="list-style-type: none"> ○ Consumer education (universal logo with advertised support –government recognized)
Manufacturing	<ul style="list-style-type: none"> ○ Certification / labeling clarification (OE, certifiers) and training, education ○ Address reliability / dependability issues 	<ul style="list-style-type: none"> ○ Social Issues included (certification schemes like GOTS) ○ Look at eco-friendly dyes and processing ○ Labor pool education / training on improved production / safety/ organic certification 	<ul style="list-style-type: none"> ○ Consumer education
Farm	<ul style="list-style-type: none"> ○ <u>Certification—training, tech support, requirements, yr. 1 convert</u> ○ Understand organic—what means; GM vs. organic ○ Create markets for conversion crops and rotation crops ○ Organize farm groups ○ Lots of education and success story telling to farmers including pricing, better food, etc. ○ Successful business models for farmers ○ Develop inputs production ○ Contamination reduction ○ OE Role = fill in gaps, areas of expertise and linkage 	<ul style="list-style-type: none"> ○ In conversion market development ○ Farm land ownership 	<ul style="list-style-type: none"> ○ Policy development